BRISTOL

FEB. 12, 1991

CONTROL NOSE

P MOUTH RESPONSE

sl more dirty, more furlay

THROAT IMPACT, CARRIES

TRADE SECRET-PRODUCED BY PHILIP MORRIS-SUBJECT TO A COURT ORDER IN PHILIP MORRIS COMPANIES, INC. ET AL. v AMERICAN BROADCASTING COMPANIES, INC. ET AL. THIS DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER.

TEST NOSE

ci MOUTH

prefer

THROAT— IMPACT, CARRIES

FEB 19, '91

RLB INCREASED STEMS

#4 / 79% item — sour/bitter mouth-coating — prefer

39 Burn"
40 F.C."

#9 / 85% item — more bitter + mouth coating, less clean, dirty, colder

43% Burn"
42 F.C."

#3 50% Sol — most sour/bitter, drying

CONTROL close to 79% item — best to date

20311251193

Source: https://www.industrydocuments.ucsf.edu/docs/jjvj0000

RCB - INCREASED BLR-STEMS AUG. 15, 1991

CEF #4921 — malt, smooth nose, cooling, darkest, off taste, low response, med full, missing, carry med w/o response

CEF #4922 — nose old, test - darker, sl. off, cooling, stringent, less cooling, awful

both v. poor Marlboro
neither acceptable, both
more different

9-10-91

MONTEREY BRAZIL + PANAMA

BRAZIL NOSA

MOUTH - malt RESPONSE
clean F.C. + [illegible]

THROAT - med IMPACT, carries malt deep
stem RESPONSE, not harsh

PANAMA NOSA

MOUTH - low + RESPONSE
smooth, more blended
clean

THROAT - less IMPACT, shallow carry
RESPONSE
thin - med bodied

AL – HIGH STEMS – DEC '91 JAN. 24, 1992

ALB

12-21-91 Production — smooth, cooling, tongue cooling, throat web sickly sweet / sour — Aroma 11, tot

12-31-91 Production — less cooling (particularly less on tongue), more tobacco taste, cleaner

ALTC 12-[illegible]91 — burnt note, more sour, acrid, skinny off notes — Aroma off, tot

12-30-91 — cleaner, no off, no sour, not bad smokes like normal production

ALTC cleaner than ALB

NET #10 @ 610°F JAN. 24, 1992

DIET ~~Football~~ CONTROL clean — PREFER @ 675°

TRADE SECRET-PRODUCED BY PHILIP MORRIS-SUBJECT TO A COURT ORDER IN PHILIP MORRIS COMPANIES, INC. ET AL v AMERICAN BROADCASTING COMPANIES, INC. ET AL. THIS DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER.

#2537 NET @ 610° UNCASED → more notes, smooth, fuller than 2538, clean, sl. more responsive than 2538

taste good on both NETS, close to DIET

#2538 NET @ 610° CASED → clean, more throat impact, slightly less responsive, more smooth than DIET, closest to DIET, slightly preferred

2031125195

Source: https://www.industrydocuments.ucsf.edu/docs/jjvj0000

RCB - Tidewater Test — March 6, '92

CONTROL	fairly smooth, ammonia, clean
	bitter, green, "cooling, typical but good
	samples for LCS
65	chalky, cooling, sl. more responsive
49 intrato	more metallic, sl harsher, fairly close to C,
	chemical off, unbiasing, more & clear then
	increased impact, lingering drying, sweeter,
	could still be fad off, further out, distinct
47	smoothest, chalky, cooling,
62	closer to control, more typical
1 to 6½	less chemical taste, more in line w/ control
	Dick Hill + J. Swain - Donnie Haskins

MERIT ULTRA LIGHTS — March 13, 1992

(FA) 6260	thin, close to 6265, close to LA 6266
clean soft thin	med + dirty, very metallic, increased flavor, cloud,
	less cooling, still bur. down + metallic cooling
(SF) 6261	most impact + flavor, cooling, more metallic, more open
dirty cooling 3	not cleanest, sl dirty, tooth cooling
(M) 6265	flat, low impact, no flavor, close to SF, same impact
dirty heavy cooling 4	med. dirty, bur. down, w/ top flavor, dirty mouth

2031125196

(LA) 6266	more impact, cooling, sorted, metallic
less dirty lighter sl cooling 1½	brighter, cleaner, most more empty, metallic
	cloudy, awful thin, awful

RLTC in PM-80 Boxes

July 27, '92

6913 NOSE
HARD SMOOTH — RESPONSE

THROAT — IMPACT, CRISPIES
RESPONSE

6915 NOSE more responsive
BOX MOUTH — RESPONSE
harsh, bitter, cardboard taste,

THROAT — IMPACT, CRISPIES
RESPONSE

6914 — like 15, more responsive
KRAFT — M-taste, bitter

TRADE SECRET PRODUCED BY PHILIP MORRIS SUBJECT TO A COURT ORDER IN PHILIP MORRIS COMPANIES, INC. ET AL. v AMERICAN BROADCASTING COMPANIES, INC. ET AL. THIS DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER.

6916
ASPHALT — dull + flat, similar to 15

Source: https://www.industrydocuments.ucsf.edu/docs/jjvj0000